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and the importance of psychology in business is emphasized, the book proceeds to analyze "the mind of the salesman" and "the mind of the buyer." A treatment of these two essential elements in the background of salesmanship is followed by a discussion of the actual sale under such topics as "the psychology of purchase," "the approach," "the demonstration," and "the closing."

Altogether it is a very suggestive and pleasing work, and attempts to gain for psychological factors the respect and consideration of business men. The author, however, has overdone his attempts at a sprightly and picturesque style.

Through the Mill. By AL PRIDDY. New York: The Pilgrim Press, 1911. 8vo, pp. vii+283. \$1.35 net.

The author has here presented in autobiographical form a popular treatment of the question of child labor. The victim's circumstances are aggravated by the fact that his drunken foster-parents, thoroughly foreign in their understanding, are unable to adapt themselves to American customs and laws, whereby parents of most modest means send their children to school.

Two points of significance are brought out in the first part of the book, namely, the perjury of the father with regard to the boy's age, and the leniency with which school certificates are secured without requiring records of birth. The second part of the book deals with the commonly understood physical and moral dangers attendant upon child labor.

The Challenge of the Country. By GEORGE WALTER FISKE. New York: Association Press, 1912. 12mo, pp. xiii+283. 75 cents.

Avowedly, the purpose of this volume is to point out to college students opportunities in various directions for rural leadership. A general survey and brief discussion of farm problems in the United States is distinctly subordinated to this end. The attitude of the author is hortative with little critical emphasis. Secondary material alone is employed in a rather indiscriminate manner. Though there is little of purely scientific value, the book is admirably edited and contains numerous illustrations which together with a clear and at times forceful style ought to make it of value within the field for which it is intended.

The British West Indies. By A. E. ASPINALL. Boston: Little, Brown & Co., 1912. 8vo, pp. 425. \$3.00 net.

This is a book of general information concerning the history, the resources, the industrial development, the forms of government, and the life and activity generally of the British West Indian colonies. All of these subjects are treated in an interesting and suggestive manner, though not with any pretense at completeness. Despite the sketchy treatment, or, perhaps, because of it,

the reader gains a very distinct and a very interesting impression of the life in these islands. The book is written in a pleasing style and will doubtless commend itself to the general reader.

Through South America. By HENRY WESTON VAN DYKE. New York:
Thomas Crowell Co., 1912. 8vo, pp. xxii+399. \$2.00 net.

The author of this book describes enthusiastically the growth and present state of development of the several South American republics, as ascertained primarily by a recent trip throughout that continent. Aside from this general description of industrial and commercial development he presents nothing of economic value. No special problems are raised and no definite policy is advocated. Numerous excellent illustrations assist in making the book attractive reading to one seeking general information.

A Journey to Ohio in 1810, as Recorded in the Journal of Margaret Van Horn Dwight. New Haven: Yale University Press, 1912. 8vo, pp. vi+64. \$1.00.

This interesting historical document records a trip by wagon from New Haven, Connecticut, to Warren, Ohio through Pennsylvania. It dates from October 19 to December 1, 1810, the beginning and the end of the journey. The diarist, a girl of twenty, has given the chronicle a sprightly tone that does not detract from its serious value. Enjoyment and a vivid picture of the manners and living conditions of the time are to be gained by its perusal.